

CLAIMS

What is claimed is:

- 1 1. A method of authenticating golf equipment, comprising:
 - 2 providing the golf equipment to be authenticated;
 - 3 identifying relevant features of the equipment;
 - 4 comparing said features to predetermined manufacturing specifications;
 - 5 determining whether said features substantially conform to said manufacturing
 - 6 specifications; and
 - 7 reporting results of said determining.
- 1 2. The method of claim 1, wherein said providing includes providing the equipment to an
- 2 authorized authenticator.
- 1 3. The method of claim 1, wherein said identifying includes identifying one or more
- 2 features selected from the group consisting of physical dimensions, materials, finishes,
- 3 manufacturer markings, serial numbers, and combinations thereof.
- 1 4. The method of claim 1, wherein said identifying includes identifying one or more
- 2 features selected from the group consisting of shape, stamping, finish, paint fill, shaft, grip,
- 3 and weight.
- 1 5. The method of claim 4, wherein said identifying includes identifying two or more
- 2 features selected from the group.

1 6. The method of claim 1, wherein said identifying includes identifying shape, stamping,
2 finish, paint fill, shaft, grip, and weight.

1 7. The method of claim 4, wherein said identifying includes identifying three or more
2 features selected from the group.

1 8. The method of claim 1, wherein said comparing includes:
2 comparing a first view of the equipment to a predetermined specification; and
3 comparing a second view of the equipment to a predetermined specification.

1 9. The method of claim 8, wherein said comparing further includes comparing a third
2 view of the equipment.

1 10. The method of claim 9, wherein said third view is of a distinguishing mark on the
2 equipment.

1 11. The method of claim 1, wherein said comparing includes comparing the equipment to
2 a previously prepared record of the equipment.

1 12. The method of claim 11, wherein said comparing further includes comparing the
2 equipment to previously taken pictures of the equipment.

1 13. The method of claim 1, wherein said determining includes accounting for wear due to
2 normal use of the equipment.

1 14. The method of claim 1, wherein said reporting includes making an indicia of said
2 determining on the equipment.

1 15. The method of claim 1, wherein said reporting includes providing an authentication
2 certificate.

1 16. The method of claim 15, wherein said reporting includes providing an authentication
2 certificate including:

3 a picture of the equipment;
4 a seal; and
5 a reference number associated with the equipment.

1 17. The method of claim 16, wherein said reporting further includes providing said
2 reference number on the equipment.

1 18. The method of claim 16, wherein said reporting further includes providing an
2 authentication certificate including a seal selected from the group consisting of a sticker, a
3 hologram, an embossment, and a combination thereof.

1 19. The method of claim 1, wherein said reporting includes providing an indication of the
2 condition of the equipment.

1 20. The method of claim 1, wherein said reporting includes providing an indication of
2 whether the equipment has been altered from its original condition.

1 21. The method of claim 20, wherein, if the equipment has been altered from its original
2 condition, said reporting further includes providing an indication of how the equipment has
3 been altered.

1 22. The method of claim 1, wherein said reporting includes providing a certificate, said
2 certificate being color-coded based on said results.

1 23. The method of claim 1, wherein said providing includes creating a mailing label
2 through an automated process.

1 24. The method of claim 22, wherein said creating further includes creating a packing slip.

1 25. The method of claim 22, wherein said creating includes using the internet.

1 26. The method of claim 22, wherein said creating includes notifying the authenticator of
2 the request for authentication.

1 27. The method of claim 1, further comprising providing an encoded text link to a website
2 that provides said results.